

MGMT 220

Problem Statement

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The problem that I have identified and currently tackling is the absence of connections between businesses that need internet presence and digital creators who can provide those services. This problem is most prominent in suburban areas where small businesses are looking for ways to thrive but fail to reach the right audience in the digital space. There is always a demand for marketing as long as there is a business economy, and we are at a time where there are so many freelance creators who can provide the same services that companies provide for much less. The only missing piece is a platform specialized in this niche space to connect the two together. Of course, there are platforms such as Fiver that connect freelancers to individuals or businesses for various work, but a focused platform solely connecting business owners to verified digital creators who can provide content creation and marketing services is limited. A specialized niche platform for this purpose will not only add to the already massively growing creator economy, but also help small businesses who cannot quite afford a marketing package from a company or hire a marketing specialist grow without the tremendous investment. Right now, the quality of marketing or content creation service you get from a marketing company, a huge influencer or a small creator is very similar, and these small creators can benefit from small businesses by finding work as the businesses gain a lot at the same time by growing their consumer base. A platform such as an app or a website to connect these two groups together would be a golden opportunity to fill a gap in the b2b software space while benefiting both groups involved. For this solution to move further, a more elaborate market research would be needed, as well as securing a large enough audience to garner more interest in it.